



CONNECT TO THE BUILDING INDUSTRY

2023 NAHB Advertising Kit



Please note rates within this media kit are subject to change and should be confirmed with NAHB prior to beginning advertising

NAHB OVERVIEW

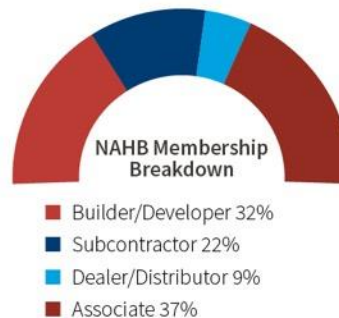
The National Association of Home Builders is the largest trade association in housing with over 140,000 members representing all segments of the residential construction industry.

NAHB members **build ~80%** of all new homes, apartments, and condos in the United States each year.

- NAHB is a federation of over 600 local and state home building associations
- NAHB offers education, networking opportunities, housing and economic data, codes and standards, and advocacy
- NAHB produces Design and Construction Week and the International Builders Show – the largest event for the construction industry with 95,000+attendees, 1MM sq ft of exhibits, and 2,000+exhibitors



US Housing Starts



NAHB.ORG

Site Statistics

NAHB.org is one of the
most visited websites
in the building industry.

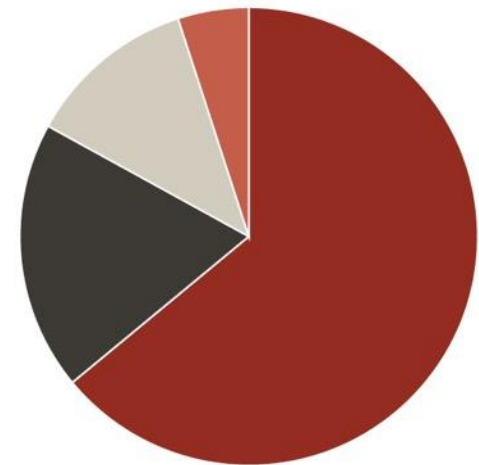
Nahb.org offers exclusive resources, building process information, industry education, economic data, policy and code information, and resources for various niches in over 10,000 pages of content.

Monthly Unique Visitors:
173,000 prospects

Monthly Page Views:
698,000 impressions

Sites Linking to nahb.org
3,000+

Builders and Contractors ■
Consumers ■
Building Services ■
Media ■



NAHB.ORG BANNER ADVERTISING

728 x 90

NAHB National Association of Home Builders

Search website by keyword

Shop Welcome, JOE Join Now

NAHB Community News and Economics Advocacy Education and Events Why NAHB

Building Homes, Enriching Communities

The Nation's network of building professionals

NAHB State and Local Common State and Local Issues

Connect your business to more resources. We offer specialized support for you and your buyers.

Bank of America

Learn more

Bank of America, N.A., Member FDIC. Equal Housing Lender

Contact: Karl Eckhart keckhart@nab.org (202) 266-6319

Share: f t g

resources will help you address some of the most common issues the industry faces at the local level.

- Land Use 101
- Impact Fee Handbook
- Structural Inequities in Land Use and Housing
- How Did They Do It? Discovering New Opportunities for Affordable Housing
- Inclusionary Zoning Primer
- Rethinking Affordability in Chicago
- 2019 Rent Control and Inclusionary Zoning Alternatives Study

Master Response Resources

Resources for remodelers, builders, HBAs and consumers to prepare for and respond to a disaster.

Learn more

HOW FAST CAN YOU ESTIMATE?

CLICK HERE FOR A FREE TRIAL OF PLANSWIFT

LEADERSHIP AND COMMITTEES

COUNCILS

MEETINGS

300 x 250

NAHB National Association of Home Builders

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NAHB.ORG BANNER ADVERTISING

CPM Net Rates (cost per thousand impressions)

Run-of-site banner advertising runs across all units of that size in over 10,000 pages across **nahb.org** and **nahbnow.com**.

Both positions run above the fold.

320x100 (or 320x50) ads appear on top of page on mobile

Align your brand with NAHB content and build credibility among potential customers

Run of Site Advertising

300x250	\$22 cpm
728x90	\$35 cpm
Blended	\$25 cpm

Additional Premiums

Geotargeting	+25%	Regional Only
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Creative Guidelines

- gif, .jpg AND URL if hosted
- 3rd party ad tags accepted
- Rich media must be user initiated
- Ads are delivered by Google Ad Manager
- All specs should adhere to IAB guidelines
- You may run as many different creative versions as you want with your impressions

Programmatic Retargeting

CPM Net Rates (cost per thousand impressions)

Retarget visitors of nahb.org across a network of websites on the internet.

Visitors of nahb.org will see your ads appear on other sites after they have left.

Advertisers receive a custom tracking link for real-time delivery and performance tracking.

Retargeting Advertising \$25 CPM

Minimum \$500/month

Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to NAHB website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with NAHB's uniquely qualified audience that will showcase your business to those who need you the most.



Creative Guidelines

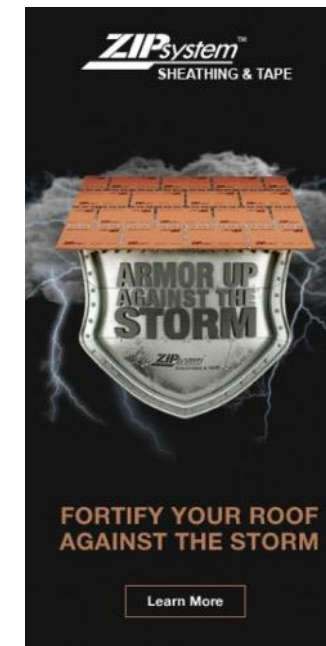
- Minimum of 300x250, 728x90, and 160x600
- Other sizes available
- gif, .jpg, AND URL if hosted
- 3rd party ad tags accepted
- All specs should adhere to IAB guidelines
- You may run as many different creative versions as you want with your impressions

MONDAY MORNING BRIEFING E-NEWSLETTER

Monday Morning Briefing is the primary weekly e-newsletter of NAHB.

- Emailed every Monday to **200,000 members and subscribers**
- Provides NAHB created industry insights to NAHB members
- **~25% Open Rate**

300x600



580x72



Insertions

(do not need to be consecutive)

	1x	Month or 4x	Quarter or 12x	6 month or 24x	Year or 48x
580x72 Ad	\$1,750	\$6,400	\$17,935	\$33,320	\$55,600
300x600 Ad	\$2,600	\$9,750	\$27,650	\$49,300	\$85,250

NAHB SPONSORED CONTENT PACKAGE

Deploy non-promotional thought leadership, published as sponsored content in a multi-channel solution

Content appears:

- On NAHBNow – the official news blog of NAHB
- In one issue of Monday Morning Briefing sent to ~200,000 members and subscribers
- Throughout nahb.org and local associations newsfeeds

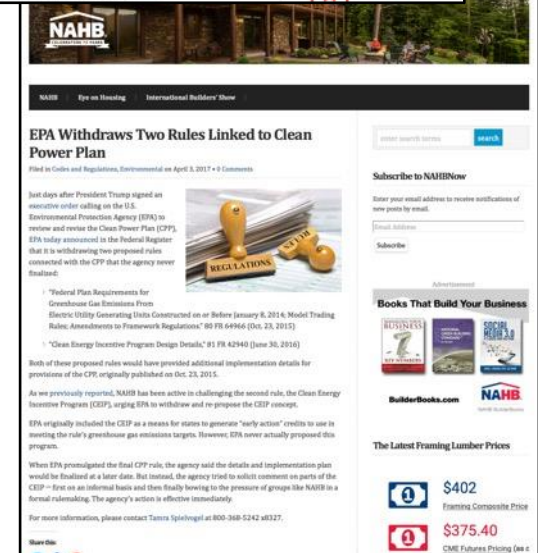
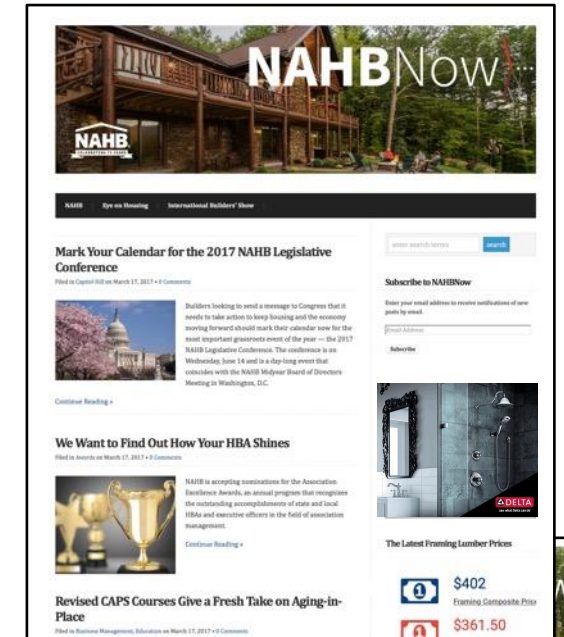
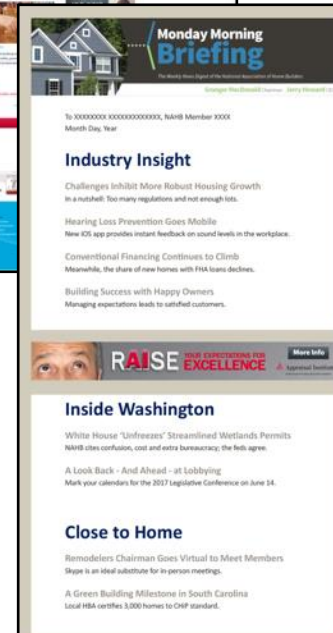
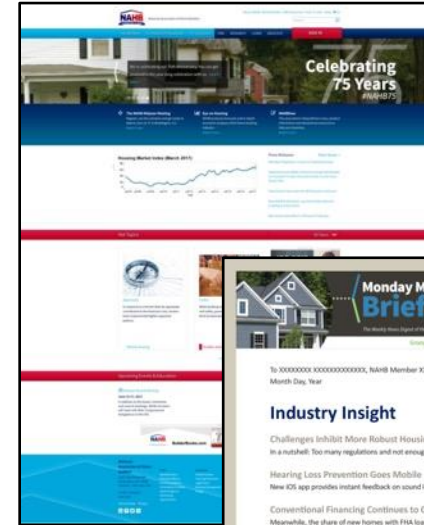
Only one story available per week.

~500 words + promotional byline with links

Insertions

(do not need to be consecutive)

	1x	4x	12x	24x
Sponsored Content	\$2,975	\$10,965	\$28,560	\$51,680



NAHB Industry Connections

Direct Email Promotion

Dedicated email **sent from NAHB** to a recipient list of up to 75,000 opt-in members with **your HTML content**.

Segment up to 2x with targeted messaging going to selected business codes of membership.

We only offer this opportunity to **two advertisers per calendar month** — so book quickly.

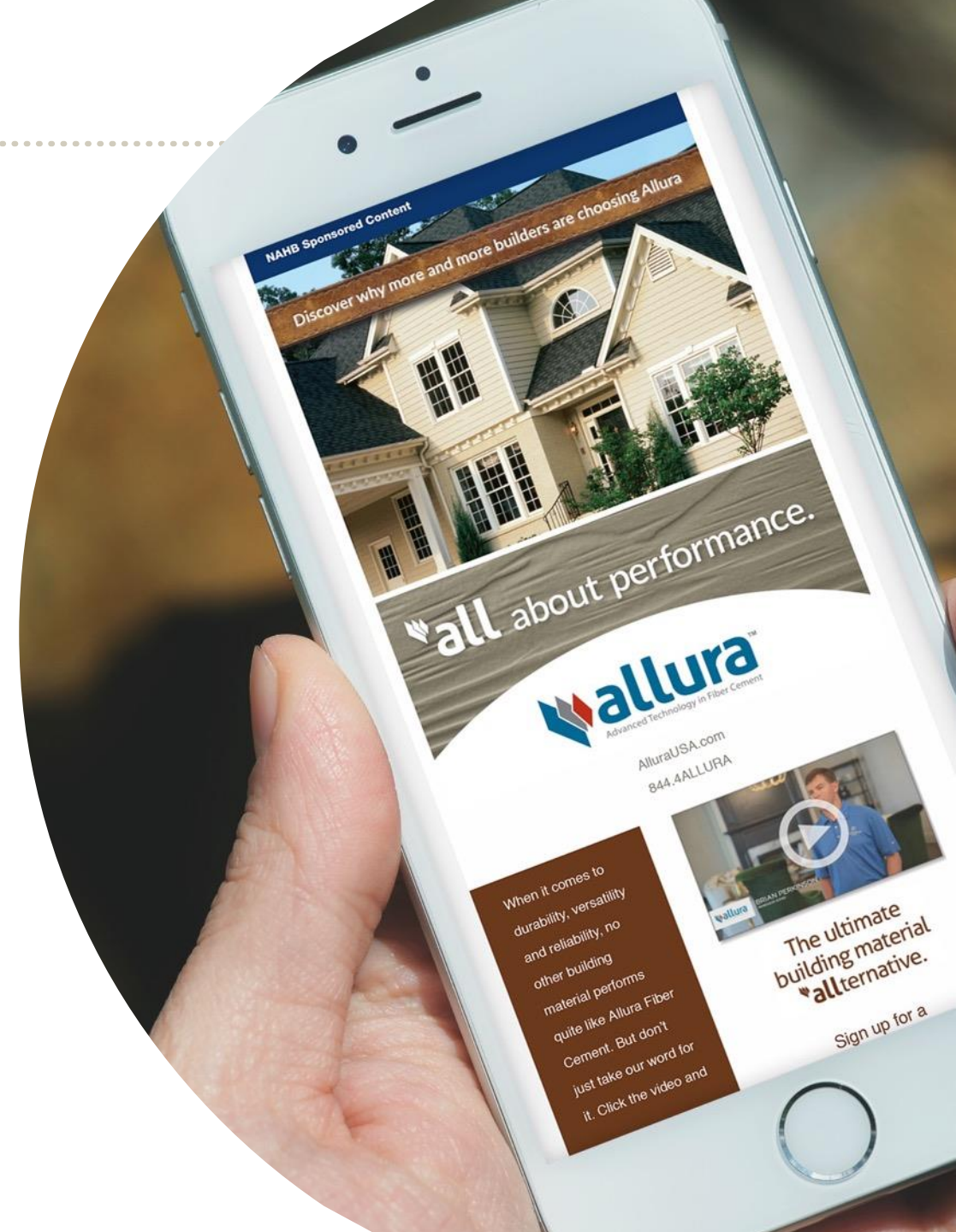
Average open rate (to date) of 20%.

e-blasts

NAHB Industry Connections

1x eblast

\$9,000



NAHB Connect Digest Ad

- Daily digest from NAHB Connect – the online discussion forum for NAHB members
- Email displays discussion overviews and individual posts
- Sent to approximately **65,000 members** daily
- Exclusive **320x100** ad unit on top of page
- Ad appears in a minimum of 5 daily insertions per week

1 week

\$5,000

1 month

\$15,000

From: NAHB Connect <DoNotReply@ConnectedCommunity.org>
Sent: Thursday, December 10, 2020 5:13 AM
To: Andrew Flank <aflank@nahb.org>
Subject: All Member Forum Digest for Wednesday December 9, 2020



[All Member Forum](#)

[Post New Message](#)

Dec 9, 2020

Discussions

[Tracking the dirt / Aggregates](#)

started 7 hours ago, [Clifford Fetner](#) (0 replies)

[How does everyone keep track of the dirt /...](#) Clifford Fetner

started 14 hours ago, [Randall Yount](#) (0 replies)

[Oklahoma members please introduce yourself.](#)

[Oklahoma members please introduce yourself. It's...](#) Randall Yount

started 2 days ago, [Randall Yount](#) (3 replies)

[OSHA inspections](#)

[Unlike Denis, my Vermont company was visited by...](#) Dixie O'Connor
[Exactly. Most state offices just don't have the...](#) David Thornton

started 3 days ago, [W.Tharrington](#) (10 replies)

[Contracts for subcontractors](#)

[All of our work is subcontractor work, about 75%...](#) Amanda Kurt

started 4 days ago, [Randall Yount](#) (5 replies)

[Safety in the construction industry](#)

[I mimic what David said in regards to safety in...](#) Amanda Kurt
[I'm glad to know that the Ins. industry in some...](#) Randall Yount

started 2 days ago, [Scott Mundell](#) (6 replies)

[Approvals](#)

[We use Buildertrend and I feel it is a great...](#) Jason Dubin

started 7 days ago, [Steve Golia](#) (28 replies)

[Your Biggest Problems in 2021](#)

[Does NAHB offer a national job board? Typically...](#) Don Weiler
[Don, I LOVE, LOVE, LOVE this idea! It would be...](#) Mindy Lepp
[Hi Steve, for me personally, I've seen a HUGE...](#) Mindy Lepp

INTERNATIONAL BUILDERS SHOW® INDUSTRY TRACKER E-Newsletter

Sent bi-weekly (Wednesdays) to ~**110,000 paid attendees** of the NAHB International Builders' Show from 2019-2023.

Reaches both **members and non-members** across all areas of residential construction.

Content from **exhibitor blogs and news** and uses AI to determine relevance and popularity.

Recipient can **customize content** by product category or specific companies and receive a unique, customized email.

Open rates ~25%

A Top Full Banner*

Premium position at the top of the eNewsletter guarantees all will see your ad when they open the newsletter.

Ad. spec: JPG, GIF, PNG • 468x60px • Max size: 40K

\$2,200	\$9,000	\$14,400	\$21,600
x1	x6	x12	x24

B Featured Stories* (Photo & Text)

This rich advertorial allows for a product image or company logo, title and a message that will grab the user's attention as it sits adjacent to editorial.

Ad. spec: JPG, GIF, PNG • 144x98px • Max size: 20K
100 Characters for title plus 350 characters for message.

\$2,200	\$10,800	\$16,200	\$24,000
x1	x6	x12	x24

C Medium Rectangle*

These versatile ads can be used for branding or product promotion.

Ad. spec: JPG, GIF, PNG • 300x250px • Max size: 40K

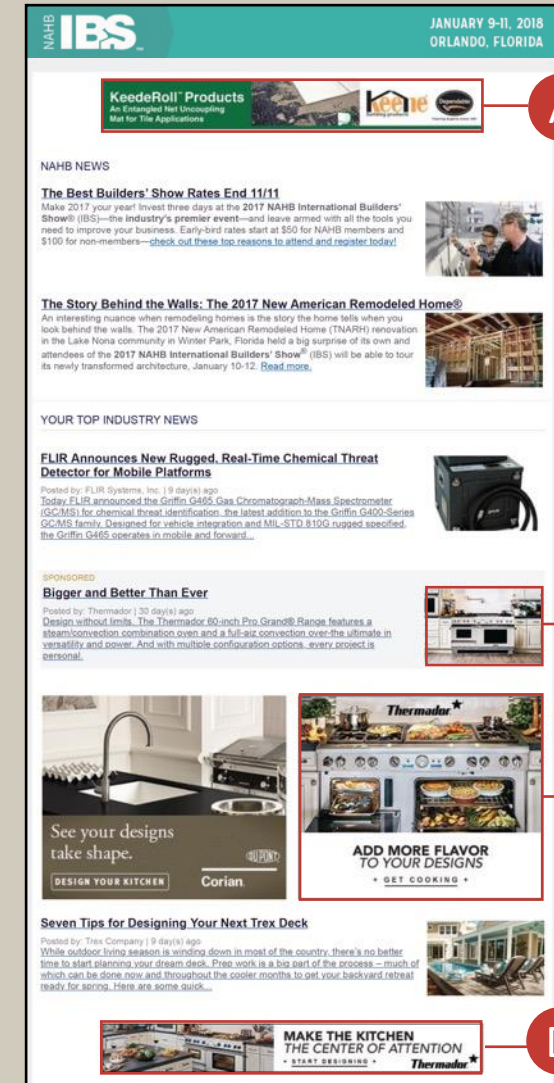
\$1,800	\$7,200	\$12,600	\$24,000
x1	x6	x12	x24

D Full Banner*

Banners allow companies to combine imagery, color and text in an interesting and compelling manner.

Ad. spec: JPG, GIF, PNG • 468x60px • Max size: 40K

\$1,000	\$6,000	\$10,500	\$20,000
x1	x6	x12	x24





HOUSING HEADLINES E-NEWSLETTER ADVERTISING

- Weekly roundup of the most valuable news from around the industry.
- Aggregated news from **WSJ, CNBC, Washington Post**, and other trusted sources.
- Emailed weekly to **115,000 members and subscribers**.
- Sent on Fridays at 12pm. **16% open rate**.

	Month or 4x	Quarter (12x)	Year (48x)
Top 580x72	\$5,625	\$15,000	\$45,000
Second	\$5,250	\$13,875	\$41,625
Third	\$4,875	\$12,750	\$38,250
Fourth	\$4,500	\$11,625	\$34,875
Fifth	\$4,125	\$10,500	\$28,125
300x250	\$3,750	\$9,375	\$28,125

580x72



DISCOVER THE BENEFITS OF TALLWALL

MARKETWATCH
Mortgage rates jump to 2017 high

MARKETWATCH
Mortgage rates jump to 2017 high

MARKETWATCH
Mortgage rates jump to 2017 high

580x72



MARKSYSTEMS


LotVue

THE COST EFFECTIVE, CODE COMPLIANT SOLUTION FOR ANY CLIMATE ZONE

Booth W5575 @ IBS

MarkSystemsUSA.com/LotVue

580x72



THE COST EFFECTIVE, CODE COMPLIANT SOLUTION FOR ANY CLIMATE ZONE

Intelli-Balance 100

LEARN MORE

580x72

Builder approved.

LiftMaster

GARAGE DOOR OPENERS

ASK for 10% OFF

Your first in store purchase valid March 12-20, 2015

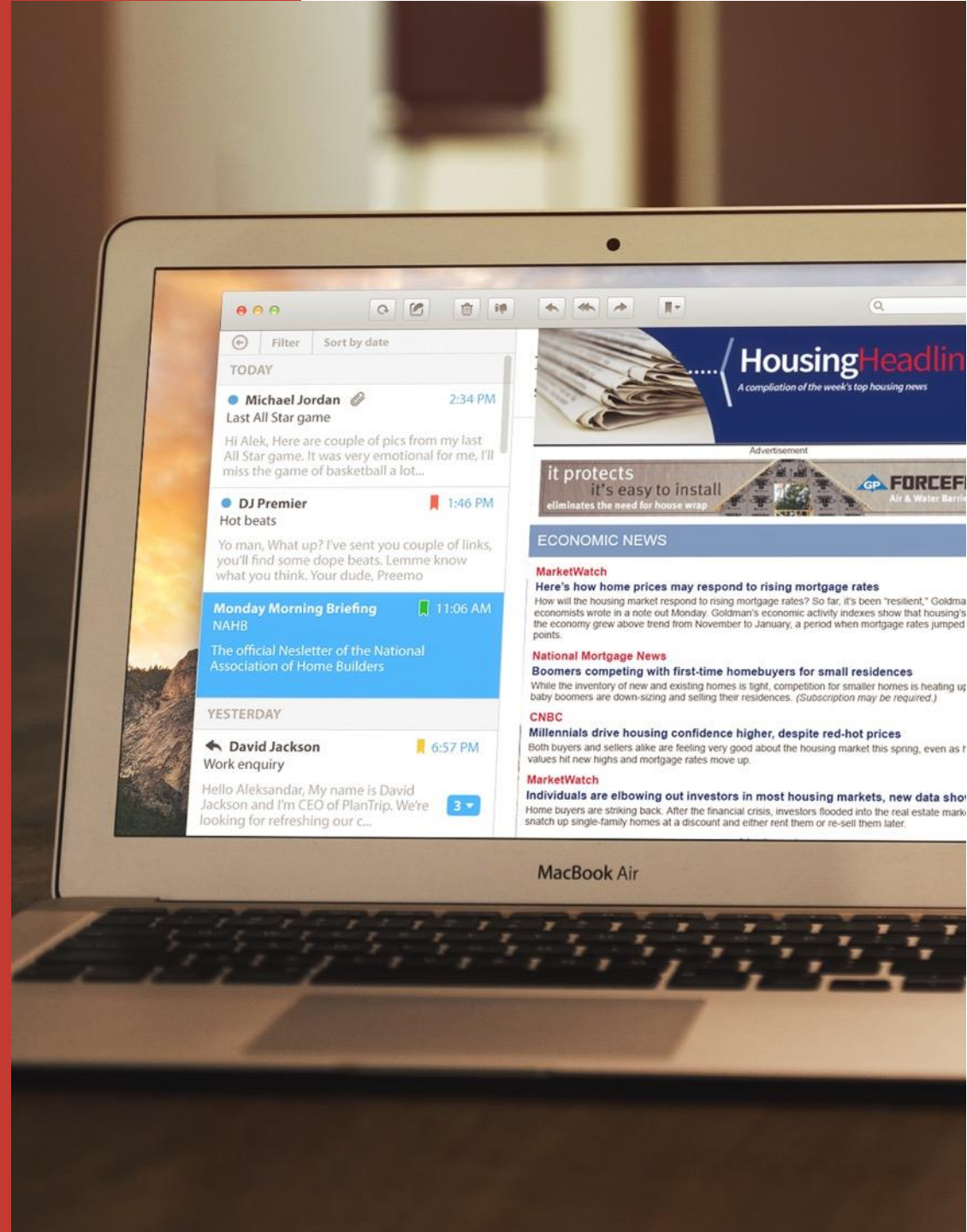
Apply In Store

Get 5% OFF Every Day when you use Lowe's Business Credit.

HOUSING HEADLINES E-NEWSLETTER ADVERTISING

- Section features paid placements from product manufacturers and service providers who want to promote stories through NAHB
- Editorial must reside on the sponsors website or blog (recommended) or other external site
- More flexibility than other NAHB sponsored content and great for new product announcements, company news, or maintaining a communications channel with NAHB members
- Maximum of 3 stories per issue

Insertions	1x	4x	12x	24x
Editorial Placement	\$1,000	\$3,500	\$10,000	\$17,500



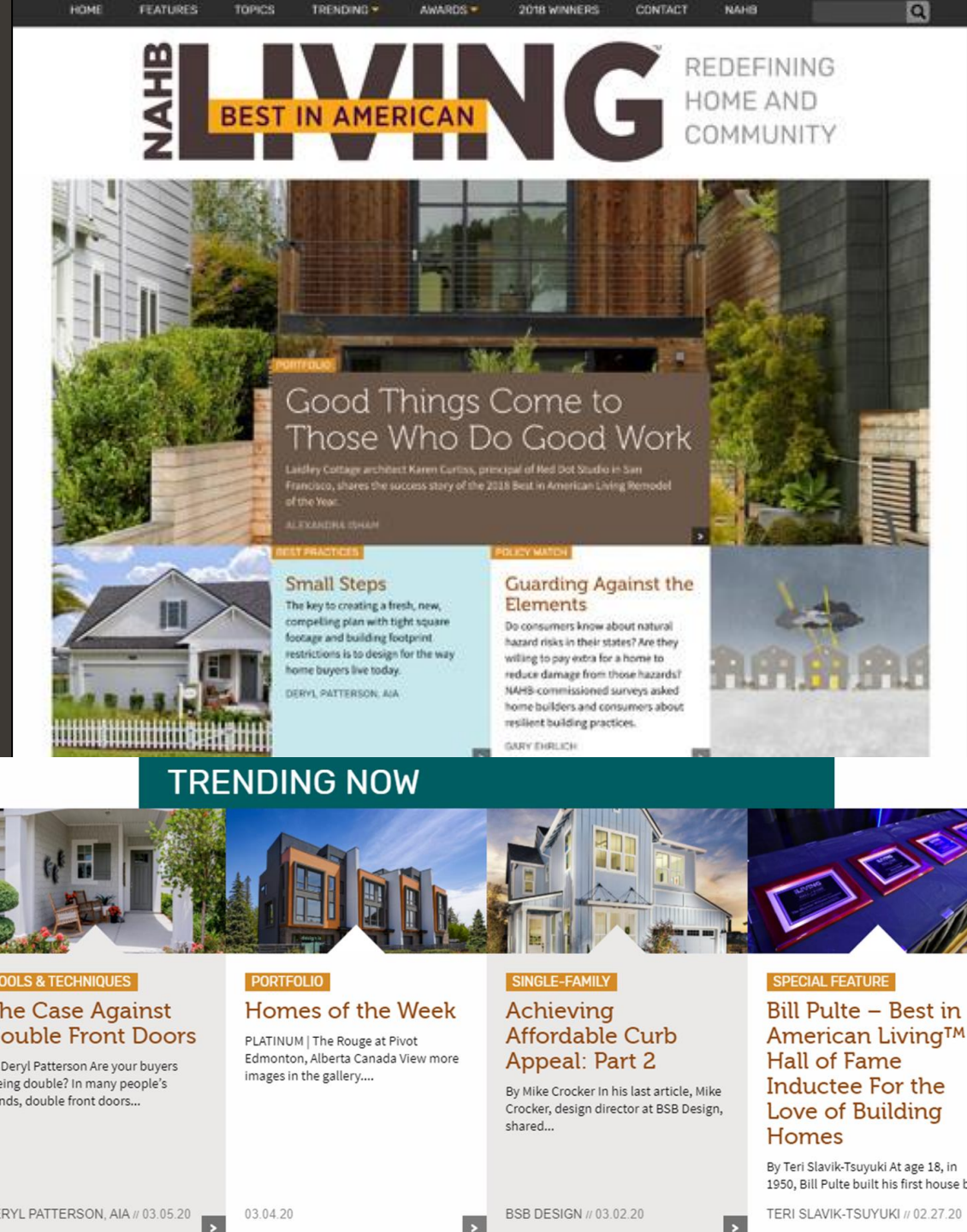
Best in American Living – Design Blog

Reach **builders, land developers, remodelers, designers and architects specifically interested in home and community design.**

Content features NAHB produced content on home design, design trends, products, project ideas, development, land development, community planning and more.

Provide non-promotional, trend content for two weeks on Trending Now on the site (17,000 pageviews per month) plus inserted into one e-newsletter sent to 46,000.

	1x	2x	4x	6x	12x
Trending Now Sponsored Content	\$2,500	\$4,750	\$9,000	\$12,700	\$24,000



SPONSORED WEBINARS

Collect leads from educational webinars

Sponsored webinars are educational webinars which are produced and presented by sponsors.

- Present an live educational webinar on a high priority topic
- Webinars are free for attendees, and on-demand registration will be available for up to a year after live webinar date.
- Sponsor collects opt-in leads from webinar, including up to three custom questions in registration
- Sponsor recognition in Webinar Description, Registration Site, Confirmation Email, Webinar Slides, Thank You email.
- Sponsor recognition, logo and/or links in marketing of webinar (e-newsletter, social, blog, etc)
- Webinar concept and content will need to be approved by NAHB Education

Develop New Webinar

\$10,000





For more information contact:

Robin Habberley

Director, Business Development

National Association of Home Builders

P 202-266-8051

C 202-615-3909

rhabberley@nahb.com

nahb.org/advertising